

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-01 SIL-01 PRS-01 /032 W

-----141029Z 039918 /23-12

R 140901Z JAN 77

FM AMEMBASSY RABAT

TO SECSTATE WASHDC 745

USIA WASHDC

INFO AMCONSUL CASABLANCA

AMCONSUL TANGIER

USDOC WASHDC

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STATE FOR NEA

USIA FOR ASST DIRECTOR NALLE AND ASST DIRECTOR
SCHNEIDMAN FROM AMBASSADOR

E.O. 11652: N/A

TAGS:

SUBJECT: CASABLANCA TRADE FAIR

SUMMARY: IN LIGHT OF THE POLITICAL/PSYCHOLOGICAL
IMPORTANCE OF INCLUDING A SUITABLE USIS EXHIBIT IN
1977 CASABLANCA TRADE FAIR, THE EMBASSY SEEKS SPECIAL
WASHINGTON SUPPORT. END SUMMARY.

1. I WISH TO EMPHASIZE THE PRIORITY IMPORTANCE I
ATTACH TO FIELDING A SUITABLE USIS EXHIBIT AS A KEY
PART OF THE BIENNIAL CASABLANCA TRADE FAIR SCHEDULED
FOR APRIL 28 - MAY 15, 1977.

2. THE DEPARTMENT AND USIA WILL RECALL THE SUCCESS
OF THE US PAVILION IN THE 1975 AND THE EXCEPTIONAL PUBLIC
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AFFAIRS DIVIDENDS USIA'S "WILD WEST" EXHIBIT PAID
WITHIN THE LARGER CONTEXT OF US ECONOMIC/COMMERCIAL
INTERESTS. IMPORTANT TWO YEARS AGO, A USIS EXHIBIT IS
EVEN MORE SO NOW, GIVEN A) THE GROWING COMMERCIAL AND
INVESTMENT SIGNIFICANCE OF MOROCCO FOR THE US;
B) THE DOMINANT ROLE CASABLANCA, AS THE LARGEST MOROCCAN
CITY, PLAYS IN THE NATIONAL ECONOMY, WITH INCREASING

RELEVANCE IN CULTURAL, ACADEMIC, AND MEDIA SECTORS AS WELL; AND C) THE INCREASING CLOSENESS OF US-MOROCCAN POLITICAL RELATIONS. THIS LAST CONSIDERATION IS PARTICULARLY PERTINENT TO THE USIS EXHIBIT, WHOSE PRIME OBJECTIVE WOULD, IN FACT, BE TO BUILD ON THE PSYCHOLOGICAL MOMENTUM OF THE US-MOROCCAN RELATIONSHIP, REACHING NOT ONLY MASS AUDIENCES IN GREATER CASABLANCA BUT ALSO - AND PRIMARILY - SPECIALIZED TARGET GROUPS ALONG LINES OF MAJOR EXHIBIT PROJECTS IN EASTERN EUROPE AND USSR.

3. CPAO RENTSCHLER HAS DISCUSSED WITH ME HIS LATE DECEMBER CONSULTATIONS WITH USIA EXHIBIT PERSONNEL. I WARMLY APPRECIATE AGENCY RESPONSIVENESS THAT OCCASION AND CONCUR WITH THE CONCEPT OF A "TRIAD" COMBINING ELEMENTS OF TWO PRESENTLY EXISTING EXHIBIT PROJECTS, TOGETHER WITH LOCAL MATERIAL. THESE COULD ALL BE LOOSELY MELDED UNDER A SINGLE THEME SUCH AS "200 YEARS OF US-MOROCCAN FRIENDSHIP" (THOUGH US BICENTENNIAL YEAR IS NOW OF COURSE BEHIND US, WE SEE 1977 AS A SPECIAL DATE IN OUR RELATIONS WITH MOROCCO AND WILL BE EXPLOITING THIS AS A YEAR-LONG PROGRAMMING PEG IN ORDER TO COMMEMORATE A "BILATERAL BICENTENNIAL" WHICH DATES FROM 1977, THE YEAR MOROCCO FIRST RECOGNIZED THE INFANT US REPUBLIC).

4. TO SUPPORT THE EXHIBIT GOALS I HAVE IN MIND, I BELIEVE WE MUST COUNT ON THE SERVICES OF A QUALIFIED ICS EXPERT TO DEVISE A PROPER ESTHETIC CONCEPT AND LIMITED OFFICIAL USE

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SUPERVISE ASSEMBLAGE ON THE EXHIBIT SITE (WE HAVE CANVASSED THE LOCAL COMMUNITY AND RELUCTANTLY CONCLUDE THAT INDIGENOUS TALENT FOR THIS PURPOSE IS NOT AVAILABLE). GIVEN THE POLITICAL/PSYCHOLOGICAL IMPLICATIONS OF THE CASABLANCA FAIR IT IS EQUALLY ESSENTIAL IN MY VIEW THAT EXHIBIT QUALIFY FOR FUNDING SUPPORT FROM SIE SOURCES.

5. WE ARE POUCHING VARIOUS DOCUMENTS OF A HISTORICAL NATURE TO USIA/ICS WHICH WE BELIEVE CAN BE USED AS WALL PANELS IF PHOTOGRAPHICALLY ENLARGED; ENDEAVORING AT THE SAME TIME TO LOCATE ADDITIONAL DOCUMENTARY MATERIAL AND ARTIFACTS SUITABLE FOR INCLUSION. MEANWHILE, I WELCOME EARLY REACTIONS FROM THE DEPARTMENT AND USIA AND ASSURANCES ABOUT THE MAGNITUDE OF WASHINGTON SUPPORT WE MIGHT ANTICIPATE. I HAVE DESIGNATED CASABLANCA BPAO MASON AS PROJECT OFFICER FOR THE USIS PORTION OF THE US PARTICIPATION AND REQUEST THAT COPIES OF ALL RELEVANT COMMUNICATIONS

ALSO BE SLUGGED FOR HIM AT CONSULATE GENERAL IN
CASABLANCA.
ANDERSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS, EXHIBITS
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977RABAT00237
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770014-0698
Format: TEL
From: RABAT
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770151/aaaabsd.tel
Line Count: 119
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 2a3c71d9-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 16-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3596005
Secure: OPEN
Status: NATIVE
Subject: CASABLANCA TRADE FAIR SUMMARY: IN LIGHT OF THE POLITICAL/PSYCHOLOGICAL IMPORTANCE OF INCLUDING A SUITABLE
USIS EXHIBIT IN
TAGS: ETRD, MO, US
To: STATE USIA
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/2a3c71d9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009